2061035769

MARLBORO UNLIMITED GEAR

TO GET THE GEAR, START SAVING THE MILES. BUT HURRY. BOTH THIS OFFER AND THE COUPONS BELOW EXPIRE OCTOBER 31, 1996.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Marlboro

Limited to smokers 21 years of age or older.
16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method

HOW TO ORDER

You can get the Gear shown above just by saving Marlboro Unlimited Miles. You can find Marlboro Unlimited Miles on the sides of every pack of Marlboro. Each pack proof is worth 5 Miles. For example, to get the Spyre Mountain Lantern, you'd need 225 Miles, which equals 45 pack proofs.

When you've collected enough Marlboro Unlimited Miles, complete these 4 steps. Please follow these instructions or your order will be delayed.

1. Complete the entire order form below. All orders must be postmarked by October 31, 1996. Limit of no more than two of any one item: maximum of 10 items per person for duration of program.
2. Print your name and address clearly. You must include your signature and birth date for your order to be processed.
3. Prepare a check or money order payable to Marlboro Unlimited for shipping and handling. See chart to calculate the proper amount. DO NOT SEND CASH.
4. To order, send: (1) the completed Order Form; (2) the correct number of Marlboro Unlimited Miles; and (3) a check or money order for shipping and handling to:
   Marlboro Unlimited, JAF Station, P.O. Box 2588, New York, NY 10072-2588

Your order may take 2-3 weeks to reach us. Gear will be shipped to you within 10-12 weeks of receiving your complete qualified order. Be sure to check with the post office to ensure you have the proper postage on your order envelope. Postage may vary. We recommend the use of a padded envelope for your gear order. Limited to smokers 21 years of age or older. Not responsible for lost, late, misdirected, mutilated or postage-due mail. No photocopies accepted. Orders not transferable. Offer good only in U.S.A. Items may be shipped separately. Offer void to employees of Philip Morris and its advertising agencies. No group or organization orders or requests will be honored. We reserve the right to substitute items of equal or greater value. If you have any questions about the program or your order, please call 1-800-MARLBORO (1-800-627-5267). No phone orders accepted.

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MARLBORO UNLIMITED GEAR ORDER FORM

9999999999999
Mr. Sample A. Sample Sr.
Apt. #000
1234 Main Street
Anytown, USA 00000-0000

If the address at the left is incorrect, please use the area below to write the correct address.

Best Time To Call ____

Today's Date (REQUIRED) MONTH DAY 19 96

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Date of Birth (REQUIRED) MONTH DAY 19 YEAR

SIGNATURE (REQUIRED) ORDERS WILL NOT BE PROCESSED WITHOUT SIGNATURE AND DATE OF BIRTH

MARLBORO UNLIMITED GEAR	ITEM#	QTY	X MILES =	TOTAL MILES
MARLBORO UNLIMITED ASHTRAY	388		150	
MARLBORO UNLIMITED T BLACK	396		140	
MARLBORO UNLIMITED T WHITE	404		140	
RIDGELINE LIGHTER	503		185	
MARLBORO UNLIMITED CAP	461		105	
SPYRE MOUNTAIN LANTERN	479		225	
MARLBORO CARVING SET	969		275	

LIMIT: No more than two of any one item.

REMEMBER: INCLUDE YOUR SIGNATURE, BIRTH DATE AND A CHECK OR MONEY ORDER.

SHIPPING & HANDLING CHART				
Total # of Miles	5-400	405-800	805-1,500	1,505- & Over
Shipping & Handling Required	$4.00	$6.00	$8.00	$10.00

Total items ordered

Total Miles required

-25 Less Your Free Bonus Miles

Total number of Miles submitted

$ SHIPPING & HANDLING (see chart)

Please take a moment to answer the following questions:

1. What is your regular brand of cigarettes – that is, the brand you smoke most often? (Brand Name) ____
2. Is your regular brand...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's
3. Is your regular brand...? (Check one.) ☐ Menthol ☐ Non-Menthol
4. Is your regular brand...? (Check one.) ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor
5. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways
6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)
   ☐ Alpine ☐ Camel ☐ Merit ☐ Parliament ☐ Store Brand/Generic
   ☐ Basic ☐ Doral ☐ Misty ☐ Salem ☐ None
   ☐ Benson & Hedges ☐ GPC ☐ Monarch ☐ Vantage ☐ Other
   ☐ Best Value ☐ Kool ☐ Montclair ☐ Virginia Slims ____ (Brand Name)
   ☐ Cambridge ☐ Marlboro ☐ Newport ☐ Winston
7. Please list all the brands of cigarettes you smoked at least one pack of in the last two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand. Note: 1 carton = 10 packs.)
   Brand Name ____ # of Packs ____
8. How long have you smoked this (your regular) brand? (Check one.) ☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years
9. What, if any, was your previous brand? Previous brand ____ ☐ None
10. Do you have any friends who smoke, or other smokers in your household, 21 years of age or older who would like to receive cigarette coupons and branded incentive items in the mail? Please print their full names and phone numbers with area codes. (We will personally assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris.)

First Name MI Last Name ( ) Phone
First Name MI Last Name ( ) Phone

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Source: https://www.industrydocuments.ucsf.edu/docs/fbbc0003

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